

Now we reveal the genesis of a great editorial success

TO advertising men this story will be interesting. They know how great successes have been made by a simple change in merchandising thought.

For many years we believed, with the textbooks, that land was the source of all wealth. And we labored diligently to disseminate, through FARM & FIRESIDE, information that would make farms more productive.

Then one day we met this thought:

If the known facts about fertilizers were *used* by all the farmers of this country, the production of our grain crops would be more than doubled.

That was three years ago.

How to get facts used

As we pondered the problem of getting such facts used, it came to us that the textbooks—and we—were wrong.

The source of wealth lay, not in the land, but in the hidden energies of the men who worked the land.

And the essential problem we faced was how to stimulate these hidden energies: how to so present farm information as to set a flame to men's imaginations and fill them with such warm desires as would lead them on to action.

From that day forth we began to edit FARM & FIRESIDE, not for "farmers," but for men—who live on farms.

We built a book unlike any other farm publication. A book that dealt with the human problems of farming as well as with the technical ones.

An immediate response

The response from readers was instantaneous. The editor's mail bag bulged.

Then the character of our circulation changed. We lost the men living *off* of farms, but gained those living *on* them.

Then advertisers reported a new responsiveness.

And last, the tides of circulation began to run our way. Study the pages of March Farm & Fireside—note the character and editorial form of its articles and stories—and you will understand the grip of this new kind of farm publication on its 800,000 readers.

In the March issue:

Regardless of Price Levels, My Farm Garden Pays Me a Profit—a HOW story written by the man who is doing it.

Farmers Who Fight Low Prices with IDEAS, and Make Money—an article that stirs the imagination as no textbook ever did.

Some Farm Boys and Girls I Know Who Succeeded Against All Odds—charged with that fighting spirit which makes one itch to be up and doing.

Here's Father's Chance to Do Mother a Mighty Good Turn—written not for "farmers," but for MEN—who live on farms.

The Crowell Publishing Company

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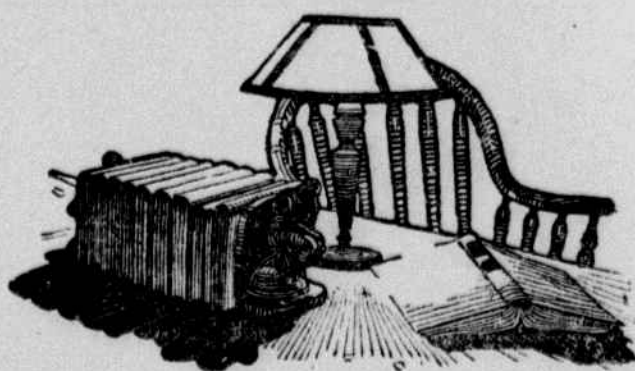
Farm & Fireside

The American Magazine

Woman's Home Companion

Collier's, The National Weekly

The Mentor



FARM & FIRESIDE

The National Farm Magazine